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OTTAWA -- The Canadian Broadcasting Corporation and Canadian Satellite Communications Inc. (Cancom) today announced an agreement appointing Cancom as exclusive programming sales representative for CBC's satellite-to-cable News and Information Channel.

Today's announcement follows the statement by the Minister of Communications, the Honourable Flora MacDonald, that the Governor-in-Council has reviewed and accepted in principle CBC's licence to operate a 24-hour-a-day English All News service.

The CBC expects to start operation early in 1989. Cancom will begin marketing the new specialty service immediately to the cable television industry through its cable market sales force located in five regional offices across Canada. Cancom will provide direct sales and affiliate relations, plus monthly billing, collection and auditing of cable subscriber fees.

In addition, Cancom will include CBC's All News Channel in its package of programming available to the direct-to-home satellite dish market in Canada to ensure those households beyond the reach of cable television systems have access to the new service.

"The CBC is pleased that Canada will at last have a 24-hour television news and information channel of its own and that this service will now be available not only to cable subscribers but to all Canadian households through its distribution in Cancom's programming package," said CBC President Pierre Juneau.

Mr. Juneau added that, while the contract is for an English service only, the Corporation's Board of Directors has approved an application for an equivalent French-language service.

Cancom currently markets up to eight broadcast signals nationally to more than 1,300 communities. "The expertise we have developed over our seven years of business puts Cancom in an ideal position to market CBC's service to the cable television industry. Our national sales presence provides a cost-effective opportunity by eliminating the need for the News Channel to create its own cable sales force," said Pierre L. Morrissette, President and C.E.O. of Cancom.

To ensure security of the CBC's News Channel, Cancom will scramble the satellite signal using its Oak Orion scrambling technology. Decoders authorized by Cancom's satellite master control centre will then be used by cable systems to receive an unscrambled signal. Cable subscribers will not need any additional equipment to receive the signal.

To serve individual dish owners in Canada, Cancom will add the News Channel to its Valuevision package of 10 DTH television channels which include four Canadian services, four U.S. networks, plus The Sports Network and MuchMusic. All of this programming will be available through Cancom's Valuevision dealer network for an average retail price of approximately \$16.00 per month.

Cancom is one of Canada's largest users of satellite capacity, leasing eight transponders for the transmission of television and radio broadcast signals to individual homes and to more than 1,300 cable companies serving 1.8 million households.



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In addition to its broadcasting services, the company's Satlink Business Services Division has developed the country's most extensive point-to-multipoint satellite network, with more than 140 audio and 70 data receiving sites located across the country. It also offers two-way interactive VSAT services for business users. Completing its range of services, Cancom Teleconference Network (CTN) provides private satellite video networks plus full-motion video and two-way audio end-to-end videoconferencing.

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in addition to the marketing division, the company's British
Business Services Division has developed the company's most extensive
multi-media marketing network, with more than 100 outlets and 75
data processing sites located across the country. It also offers
high-way interactive VAST services for business users, including its
range of services, Launch Information Systems (LIS) services, private
satellite video network plus full-motion video and two-way audio
and data networking.

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